This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended) A method of advertising on a computer network comprising:

presenting at least one initial advertising image or message, said at least one initial advertising image or message resident on a server computer and relating to a specific product or service;

prompting at least one player to access the at least one initial advertising image or message as a prerequisite to playing an interactive game, said at least one player accessing the at least one initial advertising image or message by selecting an icon or link on a screen of a client computer coupled to the server computer;

presenting an interactive game to the at least one player via the computer network, said interactive game including at least one additional advertising image or message related to the specific product or service, said one or more players being stationed at client computers coupled to the server computer over the computer network;

tracking information relating to the highest scores for the interactive game for at least one time period; and,

awarding at least one player with the highest score per at least one time period with a prize which may be used to obtain merchandise or services corresponding to the at least one additional advertising image or message, thereby incentivizing players to play the interactive game, and view the at least one additional advertising image or message, multiple times.

Claim 2 (previously presented) The method of claim 1 wherein at least one additional advertising image or message is an active element of the game.

Claim 3 (previously presented) The method of claim 1 wherein the game is a trivia game and the associated additional advertising image or message provides clues to answer trivia questions.

Claim 4 (original) The method of claim 1 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 5 (original) The method of claim 1 further comprising providing one or more prizes to one or more winning players.

Claim 6 (currently amended) <u>A method of advertising on a computer network comprising:</u>

<u>presenting at least one initial advertising image or message, said at least one initial advertising image or message resident on a server computer and relating to a specific product or service;</u>

<u>prompting at least one player to access the at least one initial advertising image or message as a prerequisite to playing an interactive game, said at least one player accessing the at least one initial advertising image or message by selecting an icon or link on a screen of a client computer coupled to the server computer;</u>

<u>presenting an interactive game to the at least one player via the computer network, said interactive game including at least one additional advertising image or message related to the specific product or service, said one or more players being stationed at client computers coupled to the server computer over the computer network;</u>[The method of claim 1 further comprising:]

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

Claim 7 (original) The method of claim 1 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 8 (currently amended) A method in a computer system for accommodating advertising content in an interactive game comprising:

providing an advertiser an ability to integrate advertising content in an interactive game accessible on a computer network wherein:

one or more advertising images or messages are incorporated into the game, wherein the one or more advertising images and the game are resident on a server computer; and

one or more players access initial material resident on the server computer, and associated with the one or more advertising images or messages, by selecting an icon or link on a screen of a client computer coupled to the server computer as a prerequisite to playing the game;

and,

at least one player of the one or more players with a high score per at least one time period are awarded with a prize which may be used to obtain merchandise or services corresponding to the at least one of the one or more advertising images or messages, thereby incentivizing players to play the interactive game, and view the at least one advertising image or message, multiple times.

Claim 9 (previously presented) The method of claim 8 wherein at least one of the one or more advertising images or messages is an active element of the game.

Claim 10 (previously presented) The method of claim 8 wherein the interactive game is a trivia game and the one or more advertising images or messages provides clues to answer trivia questions.

Claim 11 (original) The method of claim 8 further comprising prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 12 (original) The method of claim 8 further comprising providing one or more prizes to one or more winning players.

Claim 13 (previously presented) The method of claim 8 wherein the game is contained on a template, the template having a plurality of fields, the method further comprising:

entering the one or more advertising images or messages into one or more fields in the template; and

entering the initial advertising material into one or more fields in the template.

Claim 14 (currently amended) A method in a computer system for accommodating advertising content in an interactive game comprising:

providing an advertiser an ability to integrate advertising content in an interactive game accessible on a computer network wherein:

one or more advertising images or messages are incorporated into the game,

wherein the one or more advertising images and the game are resident on a server computer;

one or more players access initial material resident on the server computer, and associated with the one or more advertising images or messages, by selecting an icon or link on a screen of a client computer coupled to the server computer as a prerequisite to playing the game,

wherein the game is contained on a template, the template having a plurality of fields, the method further comprising:

entering the one or more advertising images or messages into one or more fields in the template;

entering the initial advertising material into one or more fields in the template

e' ¹ and[The method of claim 13] further comprising the steps of:

prompting a player to input player information; and

selecting one or more advertising images or messages and initial advertising material based on the player information.

Claim 15 (original) The method of claim 8 further comprising:

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

Claim 16 (original) The method of claim 8 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 17 (original) The method of claim 8 further comprising:

placing the interactive game into a computer advertising spot.

Claim 18 (currently amended) A computer readable medium having stored thereon computer software instructions for execution by a central processing unit to cause a computer system to perform the steps of:

displaying one or more initial advertising images or messages, said one or more initial advertising images or messages relating to a specific product or service; and,

displaying one or more prompts for at least one player to access advertising material associated with the one or more initial advertising images or messages as a prerequisite to

playing an interactive game, said at least one player accessing the advertising material associated with at least one or more initial advertising images or messages by selecting an icon or link;

tracking information relating to the highest scores for the interactive game for at least one time period; and,

awarding at least one player with the highest score per at least one time period with a prize which may be used to obtain merchandise or services corresponding to the at least one additional advertising image or message, thereby incentivizing players to play the interactive game, and view the at least one additional advertising image or message, multiple times.

Claim 19 (previously presented) The computer readable medium of claim 18 wherein the advertising material is an active element of the game.

Claim 20 (previously presented) The computer readable medium of claim 18 wherein the game is a trivia game and the associated advertising material provides clues to answer trivia questions.

Claim 21 (previously presented) The computer readable medium of claim 18 further comprising software instructions for performing the additional steps of:

prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 22 (previously presented) The computer readable medium of claim 18 further comprising software instructions for performing the additional steps of:

providing one or more prizes to one or more winning players.

Claim 23 (currently amended) A computer readable medium having stored thereon computer software instructions for execution by a central processing unit to cause a computer system to perform the steps of:

displaying one or more initial advertising images or messages, said one or more initial advertising images or messages relating to a specific product or service;

displaying one or more prompts for at least one player to access advertising material associated with the one or more initial advertising images or messages as a prerequisite to

<u>playing an interactive game, said at least one player accessing the advertising material associated</u>

<u>with at least one or more initial advertising images or messages by selecting an icon or link;</u>

[The computer readable medium of claim 18 further comprising software instructions for

performing the additional steps of:]

  compiling information on the one or more players; and

  tailoring advertising content of the interactive game to the one or more players.

Claim 24 (previously presented) The computer readable medium of claim 18 wherein the game is

selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games,

tic-tac-toe and puzzles.

Claim 25 (currently amended) A computer data signal embodied in a transmission medium to

execute an advertising game on a computer network, wherein the computer data signal comprises

one or more code segments which when executed on a computer causes the computer to perform

the steps of:

  displaying one or more initial advertising images or messages, said one or more initial

advertising images or messages relating to a specific product or service; ~~and,~~

  displaying one or more prompts for at least one player to access the one or more initial

advertising images or messages as a prerequisite to playing the interactive game, said interactive

game including at least one additional advertising image or message, said at least one player

accessing the advertising material associated with at least one or more initial advertising images

or messages by selecting an icon or link;

  <u>tracking information relating to the highest scores for the interactive game for at least one</u>

<u>time period; and,</u>

  <u>awarding at least one player with the highest score per at least one time period with a</u>

<u>prize which may be used to obtain merchandise or services corresponding to the at least one</u>

<u>additional advertising image or message, thereby incentivizing players to play the interactive</u>

<u>game, and view the at least one additional advertising image or message, multiple times.</u>

Claim 26 (previously presented) The computer data signal of claim 25 wherein at least one

additional advertising image or message is an active element of the game.

Claim 27 (previously presented) The computer data signal of claim 26 wherein the game is a trivia game and the at least one additional advertising image or message provides clues to answer trivia questions.

Claim 28 (previously presented) The computer data signal of claim 27 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:

prompting the one or more players to access advertising material from an advertiser's website to progress in the interactive game.

Claim 29 (previously presented) The computer data signal of claim 28 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:

providing one or more prizes to one or more winning players.

Claim 30 (currently amended) A computer data signal embodied in a transmission medium to execute an advertising game on a computer network, wherein the computer data signal comprises one or more code segments which when executed on a computer causes the computer to perform the steps of:

displaying one or more initial advertising images or messages, said one or more initial advertising images or messages relating to a specific product or service;

displaying one or more prompts for at least one player to access the one or more initial advertising images or messages as a prerequisite to playing the interactive game, said interactive game including at least one additional advertising image or message, said at least one player accessing the advertising material associated with at least one or more initial advertising images or messages by selecting an icon or link;[The computer data signal of claim 29 further comprising one or more additional code segments which when executed on a computer causes the computer to perform the steps of:]

compiling information on the one or more players; and

tailoring advertising content of the interactive game to the one or more players.

Claim 31 (original) The computer data signal of claim 30 wherein the game is selected from the group consisting of: trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 32 (currently amended) A computer readable medium having stored thereon a computer software template for an interactive game, the game used for advertising in a computer system, the computer software template comprising instructions for execution by a central processing unit to cause a computer system to perform the steps of:

   implementing an interactive game format;

   processing data from one or more initial advertising image or message fields, said one or more initial advertising image or message fields relating to specific product or service; and

   processing data from one or more advertising material fields, said one or more advertising material fields relating to the specific product or service,

   wherein said step of processing data from one or more initial advertising image or message fields comprises identifying when at least one user has selected an icon or link;

   tracking information relating to the highest scores for the interactive game for at least one time period; and,

   awarding at least one player with the highest score per at least one time period with a prize which may be used to obtain merchandise or services corresponding to the advertising material fields, thereby incentivizing players to play the interactive game, and view the at least one additional advertising image or message, multiple times.

Claim 33 (previously presented) The computer readable medium of claim 32 wherein the game is selected from the group consisting of trivia games, bingo, dominoes, casino games, card games, tic-tac-toe and puzzles.

Claim 34 (previously presented) The computer readable medium of claim 32 wherein the interactive game is a trivia game and the advertising material provides clues to answer trivia questions.

Claim 35 (previously presented) The computer readable medium of claim 32 further comprising instructions for execution by a central processing unit to cause a computer system to perform the additional steps of:

processing data from one or more prize information fields.

Claim 36 (currently amended) A computer readable medium having stored thereon a computer software template for an interactive game, the game used for advertising in a computer system, the computer software template comprising instructions for execution by a central processing unit to cause a computer system to perform the steps of:

implementing an interactive game format;

processing data from one or more initial advertising image or message fields, said one or more initial advertising image or message fields relating to specific product or service;

processing data from one or more advertising material fields, said one or more advertising material fields relating to the specific product or service,

wherein said step of processing data from one or more initial advertising image or message fields comprises identifying when at least one user has selected an icon or link,[The computer readable medium of claim 32] further comprising instructions for execution by a central processing unit to cause a computer system to perform the additional steps of:

processing data from player information fields; and

processing data from audience targeting programming to customize the interactive game based on player information;

wherein the audience targeting programming matches player information to advertising images and advertising material to be incorporated into the interactive game.

Claim 37 (previously presented) The method of claim 1, wherein the at least one initial advertising image or message is accessible independent of accessing an advertiser's website.

Claim 38 (previously presented) The method of claim 8, wherein the initial advertising material is accessible independent of accessing an advertiser's website.

Claim 39 (previously presented) The computer readable medium of claim 18, wherein the one or

more initial advertising images or messages are accessible independent of accessing an advertiser's website.

Claim 40 (previously presented) The computer data signal of claim 25, wherein the one or more initial advertising images or messages are accessible independent of accessing an advertiser's website.

Claim 41 (previously presented) The method of claim 4, wherein said advertising material is selected from the group consisting of: images of products, marketing messages, logos, taglines, and jingles.

Claim 42 (new) A method of advertising on a computer network comprising:

presenting at least one initial advertising image or message, said at least one initial advertising image or message resident on a server computer and relating to a specific product or service;

prompting at least one player to access the at least one initial advertising image or message as a prerequisite to playing an interactive game, said at least one player accessing the at least one initial advertising image or message by selecting an icon or link on a screen of a client computer coupled to the server computer;

presenting an interactive game to the at least one player via the computer network, said interactive game including at least one additional advertising image or message related to the specific product or service, said one or more players being stationed at client computers coupled to the server computer over the computer network;

tracking information relating to scores for the interactive game for at least one time period; and,

awarding at least one player per at least one time period with a prize, thereby incentivizing players to play the interactive game, and view the at least one additional advertising image or message, multiple times,

wherein the at least one time period comprises the time it takes to complete the interactive game once.